



Centurion
UNIVERSITY

Shaping Lives...

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Newsletter

November 2024



SCHOOL OF MANAGEMENT

CENTURION UNIVERSITY OF
TECHNOLOGY AND MANAGEMENT

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Workshop on Best Practices for Selecting High Impact Journals for Research Publications

A workshop was organized by SoM in association with CCCDC on "Best Practices for Selecting High Impact Journals for Research Publications,". The resource person for the same was Prof. RC Mohanty, Dean Research. The session was highly appreciated by the participants. About 80 participants were present in the session. Prof. RC Mohanty walked the attendees through the complexities of journal metrics, explaining in clear terms how to evaluate a journal's impact factor, cite score, Scopus data base etc. He also introduced the participants to the IDP website (idp.cutm.ac.in). Given the overwhelming positive response, many attendees have expressed interest in a follow-up session with R.C. Mohanty, where they hope to explore the topic further and get answers to more specific questions related to their own research fields. At the end of the workshop, Prof. Satyasis Mishra provided an informative briefing on SDG Ranking, highlighting how our research can contribute to global sustainability efforts and improve our institution's standing in international rankings.



Entrepreneurial Talk with Minakshi Dash at PKD Campus

The School of Management at PKD Campus organized an inspiring Entrepreneurial Talk on 1st November 2024, featuring Minakshi Dash, Co-founder of Elate Crunchies. The session offered students valuable insights into the challenges and opportunities of entrepreneurship, emphasizing the journey of starting and managing a business from the ground up. Minakshi shared her personal experiences, key strategies, and lessons learned, leaving the audience motivated and better equipped to navigate their entrepreneurial aspirations.



Industrial Visits to ICAR-NRRI and Pragati Dairy Plant

The School of Management organized two enriching industrial visits for MBA (Agri-Business Management) students. On 5th November 2024, students visited ICAR-NRRI, Cuttack, where they explored cutting-edge agricultural research and its practical



applications. This was followed by a visit to Pragati Dairy Plant, Bhubaneswar, on 7th November 2024, where students gained insights into dairy production and processing. These visits bridged the gap between academic knowledge and industry practices, while fostering interactions with leading scientists and researchers, inspiring innovation in sustainable agriculture.



Industrial Visit to Apitoria Pharma

The School of Management organized an industrial visit for BBA students to Apitoria Pharma on 9th November 2024. The visit provided practical exposure to pharmaceutical operations, including production, quality control, and supply chain processes. Students gained insights into regulatory compliance and sustainable practices while connecting classroom concepts in operations management, marketing, and corporate social responsibility to real-world applications. This hands-on experience enriched their understanding of industry dynamics and professional practices.



The Coffee House Event: A Platform for Intellectual Exchange

The School of Management hosted The Coffee House event on 13th November 2024, providing BBA students with a unique platform to engage in meaningful discussions and enhance their communication and interpersonal skills. Inspired by the intellectual vibrancy of historical coffee houses, the event fostered an informal yet stimulating environment for exchanging ideas on diverse topics. Dr. Amir inaugurated the session, highlighting the historical significance of coffee houses as centers of creativity and collaboration. The event encouraged

students to step beyond academics, promoting critical thinking, collaboration, and personal growth in a dynamic setting.



Learning from Production Units Presentation

The School of Management conducted a Learning from Production Units Presentation for the BBA 3rd Semester (2023–2026) Batch on 19th November 2024. The event provided students with practical insights into production and operations management, bridging theoretical concepts with real-world case studies. This interactive session enhanced students' understanding of operational processes, fostering a deeper appreciation for industry practices and managerial decision-making.



CEO Talk

On the occasion of National Entrepreneurship Day, a dynamic CEO Talk Session was conducted on 19th Nov 2024 to inspire budding entrepreneurs and share practical insights into the entrepreneurial journey. The event featured distinguished speakers, including Dr. Susanta Kumar Mishra, Dr. Girija Nandini, and Dr. Swetalina Mishra, who brought a wealth of industry and academic experience to the session. The session aimed to provide real-world insights into entrepreneurship through the speakers' journeys, Foster creativity and innovation by highlighting unique problem-solving approaches, Motivate participants to overcome challenges with resilience and adaptability and Encourage networking and mentorship opportunities for emerging leaders.



The session offered participants an unfiltered view of the entrepreneurial process, focusing on lessons learned from both successes and failures. Speakers shared personal stories, innovative strategies, and practical advice to help participants navigate challenges like market competition and funding barriers. Participants gained a practical understanding of entrepreneurship, from ideation to execution, Inspiration and confidence to pursue their entrepreneurial goals, Networking opportunities with speakers and peers for future collaborations, Clarity on navigating common entrepreneurial challenges and Empowerment to take initiative and think creatively. It was coordinated by Dr. Rajani Agrawalla, Faculty at SoM.

As part of National Entrepreneurship Day, this event celebrated innovation, creativity, and the entrepreneurial spirit among students on 19th Nov 2024. "Creative Ideation for Starting a New Venture" provided a platform for aspiring entrepreneurs to pitch innovative business ideas, showcasing their ability to address market gaps, societal challenges, and consumer needs. The event aimed to promote out-of-the-box thinking, encourage practical problem-solving, and inspire participants to lay the

foundation for impactful ventures. The event's primary objective was to foster innovative and viable business ideas that combine creativity with practicality. Participants were encouraged to identify unmet needs, analyze market trends, and develop sustainable solutions. By fostering collaboration and teamwork, the event highlighted the importance of innovation in driving meaningful change and economic progress. A total of 10 students from various management branches participated, presenting unique and impactful business ideas. After an engaging and competitive session of pitching, three winners were recognized for their outstanding concepts:

National Entrepreneurship Day

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- 1st Position: Roshan Purohit (BBA 2nd Year) – Roll No: 230409120006
- 2nd Position: Nidhi Sharma (BBA 1st Year) – Roll No: 240409120025
- 3rd Position: Priyanshu Swain (B.Com 1st Year) – Roll No: 24045140019
- 1st position : ASWANI KUMAR SAHOO – BCOM (240415140014)
- 2nd position : RESAB AGARWAL -BCOM (240415140020),
- 3rd position : PRIYANSHU PRAKASH KUMAR – BCOM (240415140009)

The session was coordinated by Dr. Pramod Kumar Patjoshi, Faculty SoM

Workshop on Retail, Fashion and Skill Development

Dr. N.V.R. Nathan, a seasoned leader in the retail, fashion, and skill development industries, conducted an enriching 3-day seminar from 25-27th Nov 2024, sharing his profound expertise and experiences. Day 1 focused on Personal Branding and Business Ecosystems: Dr. Nathan emphasized the importance of personal branding as a strategic tool for career growth. He outlined frameworks such as the 5 P's (Purpose, Positioning,



Presentation, Promotion, Persistence) and the 4 C's (Clarity, Consistency, Credibility, Connection) to build and sustain an authentic personal brand. He also focused on Image Building: Strategizing and aligning your image with personal and professional goals, Brand Management: Creating a unique identity and building a strong connection with the target audience and Practical Steps: Self-assessment, defining your audience, developing an online presence, networking, and seeking

feedback. The session also introduced the business ecosystem concept, highlighting interconnected entities like partners, competitors, and regulators. Participants learned about the importance of adaptability, co-creation, and innovation to thrive in dynamic markets.

The Q&A session provided practical insights into applying these strategies, with Dr. Nathan encouraging consistency and collaboration to achieve personal and professional goals. Day 2 focused on Emerging Trends and Technologies: Dr. Nathan discussed the impact of digital transformation, focusing on its role in enhancing operations, sustainability, and competitiveness. He analyzed Paytm's journey, highlighting innovations like UPI integration, soundbox payment solutions, and POS devices, while addressing challenges in the competitive fintech landscape. Digital Transformation like adoption of technologies like AI, cloud computing, and big data analytics to drive growth, Sustainability by Design such as leveraging technology to meet environmental goals and Leadership Insights where Dr. Nathan shared an emotional tribute to his friend Siddharth, founder of Café Coffee Day, reflecting on resilience and mental health in entrepreneurship.



The session encouraged participants to embrace technology and innovation while emphasizing the human side of business leadership. Day 3 focused on Soft Skills and Effective Communication: The final day focused on soft skills, emphasizing their role in career growth and workplace success. Key skills included communication, emotional intelligence, adaptability, and leadership. Dr. Nathan provided actionable tips for effective communication, stressing active listening, clarity, and body language. Using the 7 Cs of Communication (Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous), he shared frameworks to build rapport and engage meaningfully. He

concluded the day with personal anecdotes from his interactions with Dr. A.P.J. Abdul Kalam, highlighting qualities such as humility, visionary leadership, and ethical conduct. Dr. Nathan described Dr. Kalam's inspiring ability to connect with people, dedication to education, and relentless work ethic, leaving the audience deeply motivated. The session was coordinated by Dr. Rajani Agrawalla, Faculty SoM

Faculty and Students Achievement

Dr Susanta Kumar Patnaik participated in the International Online Seminar on “Arts in the Time of Hamlet's Android Phone & AI's Aristotle,” organized by the Department of English, Vivekananda College, Agasteeswaram, Kanniyakumari, Tamil Nadu, India, on November 5, 2024.

Mr. Sushil Kumar Pradhan has successfully participated & completed AICTE Training And Learning (ATAL) Academy Faculty Development Program on Exploration of Nascent Pedagogical tools for updating teachers of Management Education at Gandhi Institute Of Excellent Technocrats from 21/10/2024 to 26/10/2024.

Mr. M. Sudharshan Rao and Dr. Anita Patra published a conference proceedings titled “Entrepreneurial Frontiers: Prospects and Challenges in Gajapati District” in the 15th International Conference on Advances in Computing, Control, and Telecommunication Technologies, ACT 2024 having ISSN Number 979-833130057-9.

Dr. Shiv Sankar Das, Dr. Pramod Kumar Patjoshi, Dr. Girija Nandini and Ms. Apekha Sahay published papers in International Conference on Advances in Computing, Control, and Telecommunication Technologies, ACT 2024 having ISSN Number 979-833130057-9.

Dr Amir Prasad Behera published an article titled 'Elevated CO₂ and nanoparticles for the management of pulse beetle, *Callosobruchus chinensis* L. in stored chickpea' in the Asian Journal of Civil Engineering.



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